



**Access 360 Media Selected by AlwaysOn as an OnHollywood
100 Top Private Company Award Winner**

**Recognized for Leadership in Emerging Technology
for Digital Entertainment and Media**

New York, NY – May 29, 2008 – Access 360 Media (www.access360media.com)—the premier in-store, online and mobile media network— today announced that it has been chosen by AlwaysOn as one of the OnHollywood 100 Top Private Companies. The OnHollywood 100 is a power list of the top private emerging technology companies in digital entertainment and media. Access 360 Media was handpicked by the AlwaysOn editorial team based on a set of five criteria--innovation, market potential, customer adoption, media buzz and investor value creation.

"Access 360 Media is honored and pleased to be recognized as one of AlwaysOn's OnHollywood 100 Top Private Companies," said Lon Otremba, CEO of Access 360 Media. "Digital entertainment presents a key opportunity for retailers to create brand experiences as they engage with their customers, and Access 360 Media is uniquely positioned to help retailers and media brands successfully capitalize on this opportunity."

Access 360 Media, along with the rest of the OnHollywood 100, will be honored at the OnHollywood & BRiM event on June 10-11, 2008 at the Sofitel Hotel in West Hollywood, California. OnHollywood gathers executives from both the entertainment and the technology industries to identify and debate emerging trends in addition to building relationships and taking advantage of potential new business partnerships. The first annual Broadband Rights Marketplace (BRiM) will launch an online network that supports new creative projects and offers a digital-rights exchange and auction.

"This year's OnHollywood 100 represents the brightest of the innovators in the new media space. We are enthusiastic about gathering the leaders in a collaborative environment that fuses these two industries together, culminating in the richest, most progressive conversations on Hollywood's digital movement," said Tony Perkins, founder and CEO of AlwaysOn.

The OnHollywood 100 was selected from more than 1000 companies, peer-nominated by leading venture capitalists, investment bankers and industry analysts.

A full list of all the OnHollywood 100 companies can be found on the AlwaysOn Web site at: <http://onhollywood.goingon.com/>

About OnHollywood 2008:

June 10-12 @ The Sofitel Hotel, West Hollywood, California

OnHollywood is where cutting-edge technology CEOs from the back streets of Silicon Valley meet the Hollywood digital entertainment and media elite. This two-and-a-half-day executive event features high-level debates on which forces are disrupting user behavior and creating new opportunities, content strategies and monetization schemes in the video, music, gaming, search, and mobile industries. Our editors will also honor the OnHollywood 100 Top Private Companies and feature the Best of Broadband "BOB" Awards. Fifty of the top CEOs from the OnHollywood 100 will pitch their market strategies to a panel of industry experts in our "CEO Showcase."

About Access 360 Media:

Founded in 2003, Access 360 Media is a premier multi-platform media network that connects to more than 100MM young adult (P12-34) consumers each month in the places and through the communication channels that matter most to them— In-store, Online and Mobile. This multi-platform media network allows advertisers and retailers to fully integrate with

young adult consumers by encouraging youth to engage and connect in the marketing message. Based in New York and Los Angeles and led by an experienced executive team, Access 360 Media has distinguished itself through many successful campaigns for and partnerships with Fortune 500 companies and leading retail chains—including the likes of Macy's, Underground Station, Cingular, Motorola, Quiksilver, Wrigley's, Paramount Pictures and DreamWorks.

About AlwaysOn:

ALWAYS ON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYS ON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYS ON is also revolutionizing the media business by applying its open-media principles to its executive event series (STANFORD SUMMIT, ALWAYS ON HOLLYWOOD, ALWAYS ON MEDIA and GOING GREEN) and quarterly print "blogazine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYS ON is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

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